



ALLIANCE
UNIVERSITY

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

**Office of Recruitment,
Careers and Admissions**

MARKETING SYLLABUS

Role of marketing

How the field & orientation of marketing has evolved from Ford's Model T to today's Holistic marketing, due to major societal forces and new consumer capabilities. Latest trends in the field of Marketing with focus on Relationship marketing.

Gathering information & analyzing macro environment

Developing & implementing marketing plans; macro & consumer related insights for intelligent decision making.

Market research

Timely, accurate & actionable information about consumers, competition and their brands in planning future activities. Process of conducting research, with focus on qualitative research approaches like focus groups, observational research & ethnographic research.

Analyzing consumer markets

All marketing activities towards the consumer; consumer characteristics & how consumer makes purchasing decisions.

Analyzing buyer behaviour

Buying decision process in detail and its application in the marketing effort of a firm.

Segmentation strategies – definition, importance and levels

Importance of effective segmentation strategies for an organization. Various levels of segmentation. Creating effective segments.

Targeting strategies

Various strategies used to evaluate various segments and to identify the most attractive segments from the market.

Positioning strategies

Importance of creating an effective positioning platform for the product offering. The role of POPs and PODs; creating a competitive frame of reference.

Differentiation strategies & perceptual mapping

The variables that organizations use to successfully differentiate their offering from the competitors; techniques used to create this differentiation; perceptual mapping in creating a position for a product.

The product & product mix

Creating an offering that profitably satisfies the needs and wants of the target market; different levels of a product, classification and the relationship various products of the same company share in a product mix. Decisions an organization takes while designing the Product.



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The product life cycle

The range of strategies an organization can use at different stages of the PLC. Developing a deep understanding of each PLC stage and how it can be used to the organization's advantage.

New product development

The challenges faced by an organization while developing a new product. Different types of new products and the process of new product development.

Pricing policy & setting price, methods

Various ways followed to set a price. Pricing of multiple products. Pricing of products with interrelated demand. Product line pricing and joint product pricing. Price discrimination. Examining and reacting to price changes.

Place Decisions-designing and managing integrated marketing channels

Distribution channel(s) which profoundly affects all of its other marketing decisions. Managing retailing, wholesaling and logistics.

Designing and managing integrated marketing communication

The marketing communications mix which consists of six major modes of communications: advertising, sales promotion, public relations and publicity, events and experiences, direct marketing, and personal selling.

Managing mass communication

Various modes of promotion which are impersonal like advertising, sales promotion and public relations.

Managing promotion - events & experiences; public relations

Role of Events & experiences in communicating with the customers. Various aspects of managing an effective PR campaign.

Managing personal communication

Personal communication forms like Direct marketing and Personal selling; e-marketing as a part of direct marketing as well as the importance of sales personnel as a link between companies and their customers.